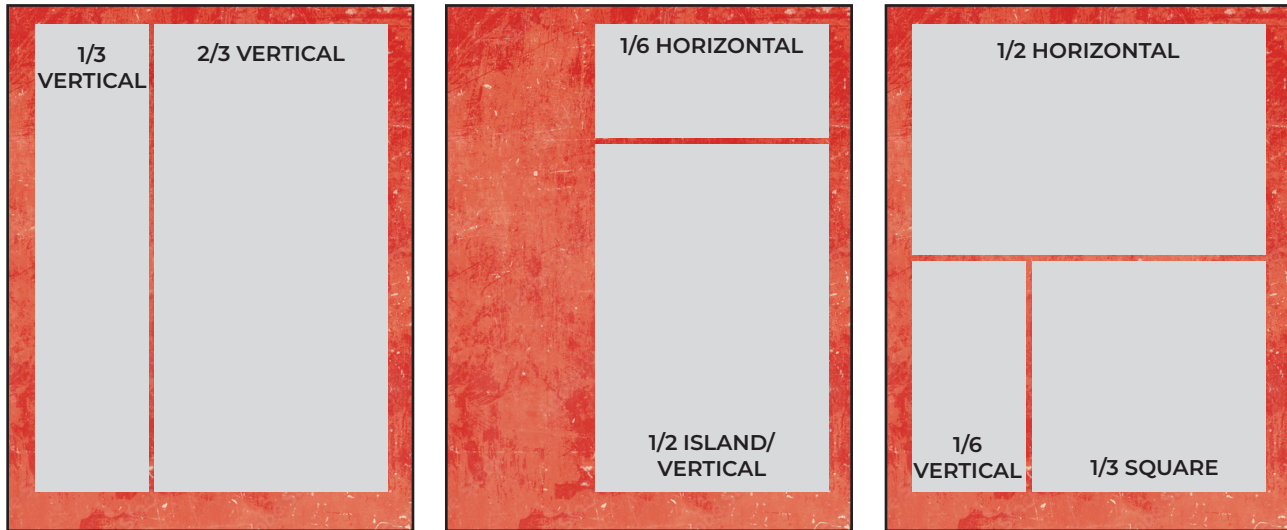


# 2026 FULL COLOR ADVERTISING RATES



## AD SIZES

**OBC Page (with bleed)** - 8.625" x 9.5"  
**Full Page (with bleed)** - 8.625" x 11.125"  
**2/3 Vertical** - 4.875" x 9.75"  
**1/2 Island/Vertical** - 4.875" x 7.25"  
**1/2 Horizontal** - 7.375" x 4.8125"

**1/3 Square** - 4.875" x 4.8125"  
**1/3 Vertical** - 2.375" x 9.75"  
**1/6 Vertical** - 2.375" x 4.8125"  
**1/6 Horizontal** - 4.875" x 2.375"  
**1/6 Square (inserts only)** - 2.375" x 2.375"

## MONTHLY RATES

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	1x	4x	8x	12x
<b>Back Cover</b>	\$2,225	\$2,115	\$2,000	\$1,915
<b>Inside Covers</b>	\$2,055	\$1,950	\$1,850	\$1,785
<b>Page 3</b>	\$1,965	\$1,865	\$1,770	\$1,705
<b>Center Spread</b>	\$3,920	\$3,725	\$3,530	\$3,410
<b>Full Page</b>	\$1,780	\$1,690	\$1,600	\$1,535

	1x	4x	8x	12x
<b>Sponsored Content</b>	\$1,550	\$1,470	\$1,395	\$1,300
<b>2/3 Page</b>	\$1,335	\$1,270	\$1,200	\$1,155
<b>1/2 Page</b>	\$1,075	\$1,020	\$970	\$935
<b>1/3 Page</b>	\$750	\$710	\$665	\$650
<b>1/6 Page</b>	\$460	\$440	\$415	\$395

## FILE SPECIFICATIONS

Advertisers may submit a completed ad or provide all content to work directly with **Jackson Magazine** to create the perfect ad for your company.

### PRINT AD

All print files must be 300 dpi and in CMYK color space.

Accepted formats for print are PDF, JPEG, and TIFF.

### CUSTOM AD

For all newly designed ads created by **Jackson Magazine**, files to be submitted include: logo, all text placed on ad, contact information, and photographs.

*Advertise Today!*



PO Box 1467 Jackson, MI 49204

Phone: 517.783.2637

Website: JacksonMagazine.com

Email: Sales@JacksonMagazine.com

Digital Editions: JacksonMagazine.com/Digital-Editions

# 2026 DIGITAL ADVERTISING RATES & INFORMATION

New digital marketing options are now available with Jackson Magazine. Advertisers can place a leaderboard ad at the top of JacksonMagazine.com above the navigation bar that will convert to a Large Mobile Banner locked at the bottom of the screen on mobile, as well as a wide skyscraper ad that will appear on all news pages of the website.

JacksonMagazine.com receives approximately 36,500 page views per year. The site averages 2,125 monthly views from 2,000 unique users.

Audience demographics are based on social media analytics and show a strong presence among readers aged 35 to 64, with 25 percent in the 35–44 range, 23 percent aged 45–54, and 20 percent aged 55–64. An additional 18 percent fall within the 25–34 age group. Approximately two-thirds of our readership identify as female and one-third as male, with a concentrated geographic reach throughout Jackson County, Michigan. Device usage is split between 41% desktop and 59% mobile users.

## SIZING

**LEADERBOARD:**  
728 pixels wide by 90 pixels high

This ad is placed at the top of the webpage for maximum visibility

**WIDE SKYSCRAPER:**  
160 pixels wide by 600 pixels high

This tall banner runs along the sidebar only in the news pages and remains visible as users scroll

**LARGE MOBILE BANNER:**  
320 pixels wide by 100 pixels high

**ENEWSLETTER:**  
560 pixels wide by 250 pixels high

This banner runs horizontal integrated within the Enewsletter.

## PRICING

**LEADERBOARD & SKYSCRAPER:**  
\$150 for 3,000 impressions

**ENEWSLETTER:**  
\$250 per email placement (2 available)

Advertisers may submit a finalized ad or opt into a custom ad layout designed by Jackson Magazine

## DIGITAL EDITION ENHANCEMENTS

### CLICKABLE LINKS: NO CHARGE

All websites in advertisements in the digital version are hyperlinked, enabling the reader to immediately visit the featured site. (Paid advertisers only)

### INSET FULL PAGE AD: \$500

Advertisers can purchase a full-page digital ad next to the cover or the outside back cover. (Limit 2 per publication)

### SLIDE SHOW OF PICTURES: \$350

This is an addition to any purchased ad which allows for a visual interest through pictures within the space.

### VIDEO: \$350

This is an addition to any purchased ad to capture the reader in an attention grabbing way. Videos must be submitted up to 60 seconds as an .mp4 file.

### AUDIO: \$150

Capture the attention of viewers with music or an audio advertisement, up to 60 seconds. Audio must be submitted as an .mp3 file.

### EMAIL CONTACT: \$100

This tool provides a quick link to an email so that readers can contact the advertiser with questions, or to gain more information about the advertisement or company.



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